

UPDATE

Montana Department of Commerce



Volume 16 • Issue 2
February 2005

2005 Montana Governor's Conference Materials Online

The full agenda and registration form for the March 21-22, 2005 Montana Governor's Conference on Tourism and Recreation in Helena is online at www.travelmontana.state.mt.us/conference. A print registration brochure with summary agenda will be mailed out in mid-February for your use as well.

The Red Lion Colonial Hotel (406-443-2100, 800-325-4000) is the conference host facility. They are holding a block of rooms for conference attendees. If the Red Lion fills up, the nearby Fairfield Inn (406-449-9944, 800-228-2800) is also holding a small block of rooms for conference attendees.

Don't Miss These Special Events!

A Helena CVB Planning Committee has organized a number of special offerings for 2005 Governor's Conference attendees.

Sunday night, March 20, you can sign up for a limited seating Helena Ghost Tour adventure. Lee Holmes of Last Chance Tour Train & Trolley and Montana Historical Society's Ellen Bauml are offering tours of Helena's Ghost Past at 6 p.m. and 8 p.m. Pre-registration and a \$5 fee are required (888-423-1023, 406-442-1023, lholfmes@ixi.net).

Monday night, March 21, a variety of Helena restaurants will be open, some offering specials or discounts for conference attendees. Information about these facilities will be in the conference registration packets or available at the registration desk.

Tuesday afternoon, a variety of Helena hosts are offering five different field trips

for conference attendees. There are two afternoon-length field trips (1:30-4:30 p.m.) offering visits to Helena's Arts and Culture facilities or a walking history/architecture tour of Last Chance Gulch and Reeder's Alley. Three session-length (80 minute) field trips will be offered at 1:30 and 3:10 p.m. These include a Helena tour on the Last Chance Tour Trolley, a guided tour of the State Capitol or a guided tour of the Montana Historical Society. You can sign up for these field trips on your conference registration form.

Tourism Nominations Begin

It's time to nominate the outstanding tourism person, place and event for 2005. Nominations for Tourism Person of the Year, Tourism Community of the Year, Tourism Event of the Year and Partnership of the Year will be accepted. The awards recognize individuals, events or communities whose efforts to promote or develop Montana's tourism opportunities—this year or for a series of years—have preserved or enhanced tourism's role in Montana's economy. Awards will be given out at the 31st Annual Governor's Conference on Tourism and Recreation by Governor Schweitzer. Further information and nomination forms are available by calling Barb Sanem at 406-841-2769 or via the Intranet site at www.travelmontana.state.mt.us/conference/awards.shtm. The deadline for nominations is February 25, 2005.

Hot Off the Press!

Travel Montana's 2005-06 guides are "hot off the press," including the Vacation Guide, Travel Planner and Summer Calendar of Events. Also available is the new Lewis & Clark Commemorative Edition of

the Montana Highway Map. The map celebrates the Corps of Discovery Bicentennial with a collage of photos and information on upcoming Signature Events and trail highlights. The map also features regional information, city insets and the popular mileage chart. To order your free copy of these publications, contact Travel Montana at 406-841-2870 or log on to www.visitmt.com.

Montana Lights Up the Screen

Montana once again shines on and off the screen, as a stage of dramatic proportions. On screen, two feature films shot on location in Livingston and Butte, Montana, were played during the 2005 Sundance Film Festival in Park City, Utah. *Who Killed Cock Robin* was screened in the Dramatic Competition, while *Steal Me* was screened for the American Spectrum portion of the festival. Off screen, the Montana Film Office hosted a successful western hospitality reception for filmmakers, which provided direct access to filmmakers and other industry representatives. The reception was co-sponsored by the Film Offices of Wyoming, Idaho and South Dakota, who with Montana, form the www.FilmtheWest.com.

Montana will also shine on Missoula's screens during the 2nd Annual Big Sky Documentary Film Festival, from February 17-23, 2005. The Festival, held at the historic Wilma Theater, will showcase over 75 non-fiction films that compete in the categories of Best Documentary Feature, Best Documentary Short and the Big Sky Award. The Montana Film Office is a proud sponsor of the Festival and off-screen, will host the "Welcome to Montana" reception for visiting filmmakers and producers. So whether it's on or off the silver screen, Montana truly shines.

CTAP Projects Identified

The communities of Great Falls and Wibaux, graduates of the 2004 Community Tourism Assessment Program (CTAP), have identified three tourism-related projects they will invest their \$10,000 tourism "bed tax" grants into.

Great Falls will use CTAP grant funds to improve signage infrastructure, directing visitors and residents to the community's many museums, art galleries, interpretive centers, recreation areas and other attractions. This \$58,000 project is expected to be underway by June 2005 to provide signage during the "Explore! The Big Sky" Lewis & Clark Bicentennial Signature Event. The City of Great Falls, the Great Falls Chamber and local businesses are providing additional funding for the project.

Wibaux will use the grant to create a public art Sculpture Trail and restore the interior of the historic Rock Church. The Sculpture Trail will feature four larger than life metal sculptures by local artist Joe Burman. They will

be placed along a walking trail to lead travelers from the I-94 Visitor Information Center/Rest Area into historic downtown Wibaux. The Montana Cultural Trust Grant is a funding partner in this \$7,700 project. The Rock Church restoration will return the interior back to its original 1895 look and allow public access during scheduled tours. St. Peter's Catholic Church and community volunteers are funding partners in this \$15,840 project.

The final 2004 CTAP graduate, the Crow Nation, used its grant funds for shower and public restroom facilities at their Arts & Crafts-Teepee Village-Tour staging grounds in Crow Agency. Since 1991, \$436,000 has been invested through tourism-related community projects statewide.

It's a Fact!

Astound your friends and neighbors (as well as your local government officials and business people) with your knowledge about the Montana tourism industry. The "Fast Facts"

fact sheets and "Tourism IOI" are available for download on the Travel Montana Intranet site www.travelmontana.state.mt.us. You never know when you'll want to dazzle someone with the fact that the 2003 "Return on Investment" from lodging tax funded activities is \$185 in visitor spending for every \$1 spent on state, regional, and local promotion and development.



Opera in Montana?

You bet! *Poia*, the Blackfeet story of Scarface, is a highlight of July 3 at "Explore! The Big Sky", the first of Montana's National Lewis & Clark Bicentennial Signature Events. For details and tickets, log onto www.explorethebigsky.org.

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

February

- 4-9 American Bus Association Convention, Chicago
- 6-8 TAC Meeting, Helena
- 17-23 Big Sky Documentary Film Festival, Missoula
- 25 Deadline for Tourism Awards

March

- 3-10 Sales Training, Lyon, Nice and Paris, France
- 10-15 ITB trade show, Berlin, Germany
- 21-22 2005 Governor's Conference on Tourism, Helena

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us

Web Stats

Web Trends summary of visitor sessions on Montana Promotion Division's primary web sites. A visitor session is a session of activity (all hits) for one user of a web site.

	2003	2004	Difference 03 to 04	Percentages
Visitmt	2,308,600	2,913,747	605,147	26%
MT Kids	937,645	1,014,272	76,627	8%
Winter	595,879	916,646	320,767	54%
Intranet	118,806	205,495	86,689	73%
Lewis & Clark	283,061	281,724	-1,337	0%
MT Film	173,800	222,797	48,997	28%
MT Groups	80,183	103,728	23,545	29%
MT Meetings	67,909	67,074	-835	-1%



Travel Montana • Montana Film Office
Montana Department of Commerce

301 S. Park
PO Box 200533
Helena, MT 59620-0533

STD PRSRT
U.S. Postage
PAID
Helena, MT
Permit No. 20